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Bayline Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such. We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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Your Government Activities Director Needs Your Help!

By Robert Griffiths, BAAA Government Activities Director

We want to hear from you in reference to any problems that might be of concern to any the multi-family communities in our area. These concerns could be anything like the trash collection vendors that were notified when the front door trash bins could be a fire hazard and has now been resolved.

We are always mindful that there is nothing more important than life safety issues, but there are often many ways inspectors or enforcement officers can look at ways to deal with issues from different perspectives and still remain within the legal aspects of the statute in question.

BAAA has always been committed to working with Code Enforcement, the Fire Marshals Office, Building Inspectors, Animal Control and all law enforcement agencies to provide the support necessary to insure that the residents in our apartment communities have safe, clean and well maintained

places to call home.

If you have an issue that concerns you or others who have the same problem at near by properties, BAAA is willing to work with all involved to find a win-win solution or compromise that everyone can accept to resolve the issue.

It is in everyone's best interest to get to know the local government officials we work with on a regular basis and to share with them anything of mutual interest for all sides. If you have a meeting with an inspector or building official that you feel is important, call me, I will be happy to attend the meeting with you.

Throughout the years, BAAA has been successful in coordinating efforts to work together with several cities and counties within the 12 county area that BAAA represents. The courtesy and respect from all concerned parties far offset any tense discussions that ultimately

resulted in keeping eviction fees at an acceptable amount and the reduction of multi-family water rates that continues to save owners money every year.

This is an open invitation to "sit at the table" with you and discuss any problems or concerns you have about matters of concern about your property.

A final word or two...With the 2018 Florida Legislative session behind us, now is the time to plan a visit with your local state legislators while they are in the district and can meet with you. All you have to do is e-mail me at gad@baaahq.org and let me know when you would like to visit your legislator. We'll set up the appointment and coordinate the appointment. It is very important to get to know these legislators on a more individual basis, especially since we will be electing a new governor, after eight years in office. •



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MAINTENANCE MATTERS

Tree Trimming Safety... Get a Head Start Before Hurricane Season

With the beginning of Hurricane season just days away, now is the time to trim broken or hanging branches, attached vines, or dead vegetation on and around your community. All of these hazards could cause an injury. The return of rain driven storms has already caused multiple incidents of massive trees falling to the ground.

Contact with electricity is one of the leading causes of serious injury and electrocution for tree care workers. When in doubt about trimming the trees on your property, call in the professionals who have the equipment and personnel to do the job safely.

Before beginning any on-site trimming project on your property, ***Always Assume That Power Lines Are Energized!*** If you are planning to remove any trees or large branches, contact the utility company to discuss de-energizing power lines if needed.

BE PREPARED

Always perform a hazard assessment of the work area prior to start of work. To safely trim branches or limbs eliminate or minimize exposure to potential hazards found at the site and in the surrounding area. Calculate the on-site time needed for a major trim up and make sure you have enough team members on hand to get the job done. Make sure your team fully understands about all the potential hazards in a language that they understand. Before any work begins, review your safety and emergency procedures. Don't forget to include insect repellent for the team and bug spray for ants and other critters.

FOLLOW SAFE WORK PRACTICES

Maintain a distance of at least 10 feet from overhead lines. Ensure that workers have no direct contact with an energized conductor, such as a power line, a tree limb or tool touching a power line.

BE ALERT

Exercise extreme caution when moving ladders, pole saws, chainsaws and other equipment from location to location while you are actively trimming the designated sites. Anticipate when or where limbs might fall onto power sources. It only takes a moment for an injury to occur.

PROVIDE THE RIGHT GEAR

Make sure you have the necessary required Personal Protective Equipment on hand for hazards present where tree work is being performed. Follow the directions for the PPE recommended by the manufacturer's operating manual, including eye, face, head, hand, and foot protection.

When you've finished the tree trimming job and all is said and done, consider planting new trees to replace any that were removed. The Arbor Day Foundation has over a million members dedicated to tree conservation and education. A \$15.00 membership includes 10 free trees for new members and great tree care information. The mission statement of the Arbor Day Foundation is to inspire people to plant, nurture, and celebrate trees.

In Florida over 175 cities participate in the Tree City USA program. Many BAAA apartment communities are located in Tree City USA cities and towns. Check out their web-site at www.arborday.org.

Information for this article provided in part by www.osha.gov.



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Welcome





Asian Americans... A Diverse and Growing Population

A record 20 million Asian Americans trace their roots to more than 20 countries in East and Southeast Asia and the Indian subcontinent, each with unique histories, cultures, languages and other characteristics. The U.S. Asian population grew 72% between 2000 and 2015 (from 11.9 million to 20.4 million), the fastest growth rate of any major racial or ethnic group.

Population growth varied across the 19 Asian origin groups in a survey conducted by Pew Research recently showing that roughly half of the 19 groups more than doubled in size between 2000 and 2015.

No single country of origin group dominates the U.S. Asian population, but the largest groups are of Chinese, Indian and Filipino origin. As of 2015, 24% of Asian Americans (4.9 million) were of Chinese origin, the largest single origin group. The next two largest origin groups are Indian origin Asians, who accounted for 20% of the national Asian population (4.0 million), and Filipinos (19%, or 3.9 million). Those with roots in Vietnam, Korea and Japan easily cleared the 1 million mark as well.

The modern immigration wave from Asia has accounted for one quarter of all immigrants who have arrived in the U.S. since 1965. Today 59% of the U.S. Asian population was born in

another country. That share rises to 73% among adult Asians, including many who arrived as refugees at the end of the Vietnam War.

Nearly half (45%) of U.S. Asians live in the West, with about one third (31%) in California alone. 23% live in the South, 20% in the Northeast and 12% in the Midwest.

The U.S. Asian population overall does well on measures of economic well being compared with the U.S. population (\$53,600) as a whole, with about half of Asians ages 25 and older having a bachelor's degree or more, compared with 30% of all Americans this age.

About 26% of Asians live in multi-generational households, a higher share than the U.S. overall (19%). Multigenerational families are households that include two or more adult generations or one that includes both grandparents and grandchildren.

Seven in ten Asians in the U.S. ages 5 and older spoke English proficiently in 2015, but this share varies widely across the Asian subgroups. U.S. born Asians (94%) are more likely than foreign born Asians (55%) to speak English proficiently. Meanwhile, 32% of Asian Americans overall speak only English in their homes, while 68% speak a language other than English at home.

6 Largest Asian Groups by Population as of 2015	
Chinese	4,948,000
Indian	3,982,000
Filipino	3,899,000
Vietnamese	1,980,000
Korean	1,822,000
Japanese	1,411,000

The opportunity for the apartment industry to attract and market to this growing and thriving population of potential new residents is right NOW! You can take advantage of a variety of rental options for older refreshed and refurbished apartments all the way to brand new almost ready for move-in units at a price range that fits your needs. Consider all the

possibilities to take advantage of the chance to broaden your brand, support new cultures and grow your NOI using the tools you already have (floor plans, amenities and your talent) to raise the bar to the next level.

Asians have a homeowner rate of (57%) compared to the U.S. public overall (63%). All Asian headed households – except for those headed by a Vietnamese (65%) or Japanese (63%) individual – are less likely to own a home than American households overall. In 2000, 53% of Asian household heads were homeowners. By 2015, that share had risen to 57%.

Excerpted in part with thanks from www.pewresearch.org and www.census.gov •

Communicating Value

When you read “communicating value” and begin to relate that with the sales and leasing process of the apartment industry, you probably presume that you are already communicating said value to your customers and in multiple ways: advising them on how to arrange their oversized sectional, the perks of living at a XYZ community, and an exceptional maintenance team. But the questions remains: what does your current customer value and how does that set you apart from your competitors?

The first step is to become hyper focused – focusing on your audience of one – the customer that you are speaking to right now. Ask them relevant questions that match their communication style. Customers don’t buy a laundry list

of facts and features; they buy solutions to their problems that create value for them. People make purchasing decisions emotionally, and then later justify it logically.

The next step is to listen, which is easier said than done. Taking the time to get to know your current audience of one won’t only help you identify their needs in the short term, but it will also create value for them in the long run. Sales teams must illustrate why their value proposition is the best solution for the customer’s requirements, one that is uniquely suited to meeting their needs. Be prepared. Know the facts and how to communicate the advantage.

Most people buy what they perceive

is best for themselves. If the customer needs it, wants it, and feels there’s a fit, then they will compare perceived value with price. And before you put your guard up to the price conversation, remember this – price objection is just a customer’s way of telling you that the value is lacking or not evident.

It takes confidence, personal rapport, and doing your homework to sell value, opposed to price. Continue to provide good service throughout the life span of your prospect, and you will create a value that both parties will benefit from.

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Fair Housing at 50 – Firm, Fair & Consistent

April marked the 50th anniversary of the Fair Housing Act to celebrate the advancement of equal access to housing regardless of race, color, religion, sex, nationality, familial status or disability.

On April 11, 1968, President Lyndon Johnson signed the Civil Rights Act of 1968, which was meant as a follow up to the Civil Rights Act of 1964. Title VIII of the Act is also known as the Fair Housing Act (of 1968).

The enactment of the federal Fair Housing Act on April 11, 1968 came only after a long and difficult journey. From 1966 to 1967, Congress regularly considered the fair housing bill, but failed to garner a strong enough majority for its passage.

When Dr. Martin Luther King, Jr.

was assassinated on April 4, 1968, President Lyndon Johnson used this national tragedy to urge for the bill's speedy Congressional approval. President Johnson viewed the Act as a fitting memorial to the man's life work, and wished to have the Act passed prior to Dr. King's funeral in Atlanta.

The power to appoint the first officials administering the Act fell upon President Johnson's successor, Richard Nixon. President Nixon tapped then Governor of Michigan, George Romney, for the post of Secretary of Housing and Urban Development.

When April 1969 arrived, HUD could not wait to celebrate the Act's 1st Anniversary. Within that inaugural year, HUD completed the Title VIII Field Operations Handbook, and instituted

a formalized complaint process.

The most far reaching protection came from Section 504 of the Rehabilitation Act of 1973 and the Fair Housing Act Amendments of 1988. The Fair Housing Amendments Act was signed by President Reagan in September 1988, and became effective on March 12, 1989. Two additional protected classes were added including persons with a disability and family status.

Design and Construction Requirements: The Act created seven Design and Construction standards for all newly constructed, multi-family housing of four or more units, ready for first occupancy on or after March 13, 1991.

Compliance with ANSI standards A117.1 will satisfy these requirements. Accessibility guidelines are issued by HUD to provide technical assistance in meeting these design requirements. If a state has a fair housing law certified by HUD to provide substantially equivalent protection and remedies to the ACT, compliance with the state law is sufficient.

Looking back, almost 30 years ago many Bay Area Apartment Communities were "Adult Only" and the thought of adjusting to families with children was a serious concern. Fears ran high about visions of walls and hallways covered in crayon and dirty hand prints... the reality was that children didn't create significantly more work than their adult counterparts.

Fair Housing requires on going training and constant commitment to remaining Firm, Fair and Consistent in treating everyone equally in all of our business practices.

Information provided in part by www.hud.gov and www.wikipedia.com

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Hiring Older People

From Oleg Vishnepolsky's Blog

I HIRED a person over 50. Should not be a big deal, but it was. You can't imagine the resistance I had to overcome. "He will never work hard enough", "he will not fit into our culture", "he will be taking a lot of sick days", "he is over-qualified" etc Nobody said he was too old. They were all "politically correct". Even now, many years later, I am still upset about those remarks. I had to put my foot down to get him hired. Long story short, he was one of the best hires I ever made. We all learned from him. He made a huge difference for the company. We should STOP calling people over 50 as "overqualified" and "over the hill". Instead let's consider using these: veteran, very experienced, "someone I can learn from", someone who can make a huge difference because of their experience. Do you agree ? •



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9 Phrases That Spread Mental Health Stigma and What You Can Say Instead

For many people with mental illness, mental health advocates, and professionals alike, an essential goal of mental health awareness is to challenge the stigmas that surround mental health conditions. Stigma can have a super detrimental impact on the health and quality of care for mentally ill people. In fact, a 2014 report published in Psychological Science in the Public Interest found that mental health stigma is a primary barrier when it comes to mentally ill people accessing appropriate healthcare and resources.

Mental health stigma can manifest (and be perpetuated) in many different ways — through a lack of education about mental illness, outright discrimination against mentally ill people, violence perpetrated against those with mental health issues, myths, and through ableist language. Most people know that saying “crazy” or “insane” is discriminatory towards people with mental illness, but there are many other common terms and phrases people use on a daily basis that can make mental health stigma even worse. May is Mental Health Awareness Month and the theme is to Cure Stigma, so knowing what to say instead of ableist words and phrases is crucial. When in doubt, describing a situation accurately and without bias — saying a situation is “surprising” or “out of control” rather than “crazy” — goes a long way towards reducing stigma. Here are nine common phrases people use that contribute to mental health stigma — and what to say instead.

1. THIS WEATHER IS SO BIPOLAR

If the weather is unpredictable or erratic, it's very possible that someone

will try to describe it as “bipolar,” but this only contributes to mental health stigmas surrounding this serious mood disorder. People who live with bipolar disorder don't simply experience rapid mood changes, but intense periods of depression and mania that can be extremely debilitating.

Rather than describing the weather as “bipolar” — or people, or relationships, for that matter — you can use words that don't contribute to misinformation about the mood disorder, and that accurately describe what's happening.

2. YOU'RE SO OCD

There is a common misconception that obsessive-compulsive disorder (OCD) is just a form of extreme cleanliness and orderliness, and people often use this mental illness as an adjective to describe people who are perfectionists about cleaning. However, this couldn't be farther than the reality of living with OCD: Not only do people with OCD experience compulsive, repetitive behaviors, but they also can experience intrusive thoughts — which are typically uncontrollable preoccupations with violence, religion, sex, or disturbing images. The National Institute of Mental Health (NIMH) estimates 1.2 percent of U.S. adults have OCD, and around half of these people are considered to experience a severe disability.

So, when someone jokes about how “OCD” they are, they are further stigmatizing many people who struggle with a serious illness. Rather, you can say you're tidy, neat, orderly, or any

other number of words that accurately describe the situation.

3. I'M SO TRIGGERED

The word “triggered” was developed as way for people with PTSD to accurately identify when something prompts traumatic flashbacks, panic, or other PTSD symptoms. As Juliette Virzi writing for The Mighty pointed out, this term has largely been co-opted by conservative pundits, at the expense of people with PTSD who often struggle to put words to what they're feeling.

If someone doesn't experience mental health triggers, it's important to be mindful not to use this term as a joke, during a disagreement, or in response to something disappointing. It makes it more difficult for people who actually have PTSD to get support when they experience symptoms. Instead, you can say “I don't like that,” or “that's upsetting,” or another phrase that describes how you're feeling.

4. YOU'RE BEING HYSTERICAL

The phrase “you're hysterical” or “you're being hysterical” is a double whammy: it's both sexist and ableist. The word “hysterical” has a history of being weaponized against women who disagree with men as a way to invalidate their feelings and gaslight them. Not to mention, hysteria used to be a diagnosable psychological condition (created by men, of course) believed to be “caused by a defect in the womb,” and it led to abuses against women in psychiatric hospitals. Let's just retire this outdated term, with its dark history, once and for all.



World Mental Health Week May 2018

5. THEY'RE SO PSYCHO

The National Alliance of Mental Illness (NAMI) reports one in five people in the U.S. live with mental illness, and one in twenty-five people live with severe mental illness. Using the word “psycho” (short for psychosis) as an insult perpetuates the stigma that having a mental illness is bad, or some kind of moral failing, which it never is.

6. JUST CHEER UP

People who say “happiness is a choice” or “just cheer up” to folks with mental health issues may have good intentions, but this phrase can be ultra-frustrating. As much as I (and many others with mental illness) would love to simply “choose” happiness, I can't make my brain produce more serotonin (aka, a neurotransmitter essential to maintaining your mood and mental health). In fact, many mentally ill people rely on antidepressants to aid their brain in making the chemicals it can't make on its own. Instead of suggesting mental illness is a choice,

listen when someone with mental illness is discussing what's going on in their life — and know that you don't need to suggest a solution to be helpful.

7. I'M SO DEPRESSED

Grief, heartbreak, or sadness is not the same thing as having depression, a diagnosable mental health issue. Though each of these experiences is painful in its own way, they are distinct experiences — and conflating them makes it harder for people who experience depression to have their mental illness taken seriously. Instead, be mindful to describe the experience you're feeling in an accurate way. It's OK to be sad, to be heartbroken, to grieve, and to be depressed, but it's important to give each of these experiences its own weight.

8. I'M GOING TO HAVE A PANIC ATTACK

According to the Anxiety and Depression Association of America (ADAA), symptoms of an abrupt panic attack can include heart

palpitations, trembling, difficulty breathing, nausea, dizziness, chills, and more — meaning, it can be scary and overwhelming. But if someone is saying they're going to have a panic attack as a joke, or in response to something not terribly inconvenient, it makes it harder for people who do experience panic attacks to get the help they need. Rather, be mindful to just say you're really “nervous,” “tense,” or “jumpy” in stressful situations.

9. JOKING ABOUT SUICIDE

The American Foundation for Suicide Prevention (AFSP) reports that approximately every 12.8 minutes, someone dies by suicide in the U.S. Moreover, the AFSP reports suicide is the second leading cause of death for Americans between the ages of 15 and 34, and at least 90 percent of people who die by suicide have a diagnosable mental health issue.

Suicidal ideation or an actual suicidal attempt are issues majority of people with mental health issues struggle with at some point. When someone jokes about dying by suicide, it makes light of something that may be the darkest time in someone's life. That being said, many people who live with chronic suicidal thoughts or mental illness may find comfort in joking about their health issues — and that is a valid expression of emotion. Instead of making a joke if you don't experience suicidal ideation, you can say “I'm stressed out,” or “I'm upset,” or another phrase that describes how you're feeling.

Simply put, if you don't have a mental illness, it's important not to joke about them, trivialize them, or use them as descriptors that can be applied to any random situation. Mental health stigma is an issue we can all work to combat, and one simple step is being mindful of our language.

*Excerpted with thanks from
www.bustle.com •*

VOLLEYBALL PHOTOS



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*In Memory of BAAA
Friend & Board Member*



*Pam Armocida
April 2018*

*A special smile, a special face
In our hearts, a special place,
Memories are a gift to treasure,
Ours of you, will last forever.*





NATIONAL APARTMENT LEASING PROFESSIONAL®

NATIONAL APARTMENT LEASING PROFESSIONAL

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents.

The NALP course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

Summer: May 10, 11 & June 19
Fall: September 12, 13 & October 10
Member \$449/Non-Member \$599



CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS ANSI

CERTIFIED APARTMENT MAINTENANCE TECHNICIAN

Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning (HVAC) Maintenance and Repair
- Appliance Maintenance and Repair
- Interior and Exterior Maintenance and Repair

September 12, 13, 14 & October 24, 25
Member \$839/Non-Member \$989



SUPPLIER SUCCESS

The Supplier Success course is designed to offer an overview of the apartment industry and recommends ways that suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. It was written by successful apartment industry suppliers with years of professional experience.

March 20 & October 22
Member: \$99/Non-Member: \$199

For more information, contact:
Debra@baaahq.org or call
(813) 882-0222 x3



WINNERS:

- 1st Place - John Perez, Camden Bay, Camden
- 2nd Place - Miguel Robles, Avesta University Gardens, Avesta Communities
- 3rd Place - Felix Velazquez, The Vineyards at Hammock Ridge, Greystar

CONGRATULATIONS!

EDUCATION & EVENTS

MAY 10, 11 & JUNE 19
NATIONAL APARTMENT
LEASING PROFESSIONAL
8:30 to 9:00am - Check-In/Coffee
9:00am to 4:30pm - Class
Lunch provided
Sailport Waterfront Suites
2506 North Rocky Point Drive
Tampa, FL 33607
Member \$839/Non-Member \$989

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- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

MAY 15
FAIR HOUSING SEMINAR
IN LAKE LAND
8:30 - Check-In
9:00am to 12:00pm - Program
Location TBD
\$59 Members/\$89 Non-Members
Earn 3-CEC's toward
NAA Credential Renewals

Instructor: Laura Policy, NAAEI Faculty will present the following topics:

- Criminal Background Checks
- Disparate Impact
- Assistance & Emotional Support Animals
- Modifications & Reasonable Accommodations
- Record Keeping

MAY 16
FAIR HOUSING SEMINAR
IN BRADENTON/
SARASOTA
8:30 - Check-In
9:00am to 12:00pm - Program
Location TBD
\$59 Members/\$89 Non-Members
Earn 3-CEC's toward
NAA Credential Renewals

Instructor: Laura Policy, NAAEI Faculty will present the following topics:

- Criminal Background Checks
- Disparate Impact
- Assistance & Emotional Support Animals
- Modifications & Reasonable Accommodations
- Record Keeping

MAY 17
ANNUAL TRADE SHOW
"THERE'S NO PLACE
LIKE HOME"
4:00 to 8:00pm
Florida State Fairgrounds
Special Events Center
4800 U.S. Highway 301
Tampa, FL 33610
Cost: \$10

Join us for our annual trade show with a Wizard of Oz theme "There's No Place Like Home!" There will be over 100 booths with vendors displaying their best products and services.

- Play Toss a Hat for APAC.
- Complete Dorothy's Ruby Red Slipper Game
- Take Selfies with the Oz crew
- Enjoy the Flying Monkey After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

Reserve early at www.baaahq.org!

MAY 22
MORNING
"MEET & LEARN"
Monthly Education & Networking
for all Community Staff
8:30 to 10:30am
Details Coming Soon.

MAY 22
AFTERNOON
"MEET & LEARN"
Monthly Education & Networking
for all Community Staff
12:30 to 2:30pm
Details Coming Soon.

MAY 23
MAINTENANCE FOR
MANAGERS
ASSISTANT & SERVICE
MANAGERS
8:30 to 9:00am - Check/In & Coffee
9:00am to 4:00pm - Seminar
Lunch included
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members \$59/Non-Members \$99

This course is a must for Managers, Assistants & Service Managers. Training topics include:

- Maintenance Staff
- Customer Service
- Team Work
- Encouraging Your Staff
- Guiding Your Staff
- Handling Service Requests
- Setting Maintenance Standards
- Safety and Maintenance

MAY 24
BOARD OF DIRECTORS
MEETING
4:30pm to 6:00pm
Tampa Housing Authority
5301 W. Cypress St.
Tampa, FL 33607

All Members are welcome to attend our Board of Directors Meeting! To insure adequate seating, reservations are mandatory for this meeting. If you plan on attending, please register.

**JUNE 5
FINANCIAL BOOT CAMP!**

8:00 to 8:30am - Check/In & Coffee
8:30am to 12:30pm - Seminar
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
No cost, Earn: 4-CEC's towards
NAA Credential Renewals

Instructor Mark Gibson with Central Bank will present information on:

- Monthly Variance Reporting
- Market Research Analysis
- Budget Season
- Cost Analysis
- NALP, CAM, CAPS, CAS & CAMT Credentials
- Advancement Opportunities & more...

Property Management Calculations:

- Closing Ratio
- Resident Turnover Rate
- Physical Occupancy
- Economic Occupancy
- Variance Percentage
- Rent Increase Percentage
- Percent Change
- Calculating Area
- Breakeven Occupancy
- Operating Expense Ratio
- Loan-to-Value
- Rate of Return
- Cap Rate

**JUNE 20
APPLIANCE
TROUBLESHOOTING
& REPAIR**

8:30 to 9:00am - Check/In & Coffee
9:00am to 3:00pm - Seminar
Lunch included
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members \$89/Non-Members \$119
Instructed by:
Vann Flippen, Chadwell Supply

Appliance Troubleshooting and Repair Seminars provide students with the skills and experience to service major appliances. There is both classroom and hands-on instruction (on new style appliances). Students learn tips and ideas to work more efficiently, trouble-shooting technics from assembly to electrical schematics, and how to read and understand error codes to make them a better technician.

Modules include:

- Stove
- Refrigerator
- Dishwasher
- Washer & Dryer

**JUNE 26
MORNING
"MEET & LEARN"**

Monthly Education & Networking
for all Community Staff
8:30 to 10:30am
Details Coming Soon.

**JUNE 26
AFTERNOON
"MEET & LEARN"**

Monthly Education & Networking
for all Community Staff
12:30 to 2:30pm
Details Coming Soon.

**Register at
www.BAAAhq.org**

*Reservations and
cancellations accepted
up to 48 hours before event.
No shows and non-cancelled
reservations will be invoiced.*



CALENDAR

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAY

MAY 10, 11 & JUNE 19

National Apartment Leasing Professional

8:30 to 4:30pm @ Sailport Waterfront Suites

MAY 13

Mother's Day

MAY 15

Fair Housing Seminar in Lakeland

8:30 to 12:00pm, Location TBD

MAY 16

Fair Housing Seminar in Bradenton/Sarasota

8:30 to 12:00pm, Location TBD

MAY 17

Annual Trade Show

4:00 to 8:00pm @ Florida State Fairgrounds Special Events Center

MAY 18

HVAC Industry Changes

8:30am to 3:00pm @ Chadwell Supply

MAY 22

Morning "Meet & Learn"

8:30 to 10:30am, Details Coming Soon

MAY 22

Afternoon "Meet & Learn"

12:30 to 2:30pm, Details Coming Soon

MAY 23

Maintenance For Managers, Assistant & Service Managers

8:30 to 4:00pm @ Chadwell Supply

MAY 24

Board of Directors Meeting

4:30pm to 6:00pm @ Tampa Housing Authority

MAY 28

Memorial Day - BAAA offices will be closed.

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JUNE

JUNE 5

Financial BOOT CAMP!

8:00 to 12:30pm @ Chadwell Supply

JUNE 17

Father's Day

JUNE 20

Appliance Troubleshooting & Repair

8:30 to 3:00pm @ Chadwell Supply

JUNE 26

Morning "Meet & Learn"

8:30 to 10:30am, Details Coming Soon

JUNE 26

Afternoon "Meet & Learn"

12:30 to 2:30pm, Details Coming Soon

ADVERTISING IN BAYLINE

Monthly Cost:

Fourth Page B/W
Non-Member Price: \$155
Member Price: \$125

Fourth Page Color
Non-Member Price: \$255
Member Price: \$175

Full Page B/W
Non-Member Price: \$350
Member Price: \$250

Full Page Color
Non-Member Price: \$450
Member Price: \$385

Half Page Horizontal
B/W Non-Member Price: \$200
Member Price: \$175

Half Page Horizontal Color
Non-Member Price: \$300
Member Price: \$225

Half Page Vertical B/W
Non-Member Price: \$225
Member Price: \$200

Half Page Vertical Color
Non-Member Price: \$325
Member Price: \$250

Third Page Vertical B/W
Non-Member Price: \$180
Member Price: \$150

Third Page Vertical Color
Non-Member Price: \$280
Member Price: \$200

*For more advertising info call
BAAA at 813-882-0222 or
go to www.BAAAHQ.org*

ADVERTISERS

Lindsey M. Porter, PA	10
Maintenance Supply Headquarters	11
Rose Paving	9
Switch Electric	2
Tobacco Free Florida	5

For ad info call BAAA at 813-882-0222.

BAAA WEBSITE

**Have you created an account on our website?
Get the most out of your membership!**

With your login, you will be able to:

- Register for events and classes
- Update your profile information to include a photo, bio and other marketing details
- Track event attendance
- View/Pay company invoices
- And, much more!

In order to create your new login, please complete the steps below.

1. Visit <https://www.baaahq.org/login>
2. Click "Create an Account"
3. Agree to the Terms and Conditions
4. Enter your email and select a password.
(You can also choose to login using your Facebook or Google+)
5. You may be prompted for contact information.
If so, enter it and click "Complete Registration."

*If you need help, call
BAAA at 813-882-022*

GET YOUR 2018 FIRST QUARTER SURVEY



Owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2018 First Quarter Survey.

The myrentcomps.com on-line market survey software is designed specifically for property managers and owners to report their comps on-line and eliminate the need for making multiple phone calls that often go unreturned. Properties participating in the survey receive custom reports for their property, a free web-site and other benefits to encourage nearby properties to send in their information on a regular basis.

The Bay Area Apartment Association publishes the completed survey after the first and third quarter of each calendar year. The survey includes over 90 pages of detailed information in Hillsborough, Pasco, Pinellas and Polk Counties with both current and historic data. Each issue is available for purchase in both digital and print format at a discounted price for BAAA members.

Members – \$39.00 Digital Format | \$59.00 Print Format
Non - Members – \$150.00 Digital Format | \$170.00 Print Format

Order online at www.baaahq.org
For more information: Please call 813-882-0222.

NAA Click&Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



RISK **REWARD**

Designed to maximize profit and mitigate risk, **NAA CLICK & LEASE** provides the support and stability for leasing success.

Learn more WWW.NAAHQ.ORG/LEASE

STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD

